

PROJECT

BRIEF

The focus of this project was to rebrand a product/service in the current marketplace that our team felt was in dire need of rebranding and repackaging. After being assigned product categories, each team chose a specific brand/product to rebrand and repackaging. Teams then completed in-depth research on their chosen product/its competition, as well as conducted several interviews to gather more information on our target audience and their wants/needs. Using this data, teams completely rebranded their chosen brands/products from logo and package design to company values.

*Playtex*TM

RESEARCH

Our team was assigned the category “bathroom products”. Initially, we were a bit disappointed as we wanted to rebrand a product with more “impact” behind it, so we took a step back and re-evaluated. After much discussion, we settled on the product: tampons. However, we were still struggling with how to make this project more than a simple “aesthetics” rebrand. We wanted to re-design a product that addressed social change/issues that were important to us. After delving into the world of menstrual products, it finally hit us. There are no menstrual products designed to promote inclusivity and equality. Why are all these products being referred to as “feminine” products, when they are menstrual products meant for anyone who is bleeding? Why was every single box we saw bright pink with flowers on it? Why were they forming entire advertising campaigns around the hashtag #likeagirl? **Something needs to change.**



COMPETITION

When researching popular tampon brands our team noticed that big-name brands, such as Tampax, Always, and Kotex were slowly making changes to make their brands more gender inclusive. They began removing the Venus symbol from their logos, their packaging shifted to more neutral colors such as blue, green and yellow, and they removed all imagery of women from their packages. However, one brand that had not made those strides was Playtex.

always

KO+EX

TAMPAX

WHY PLAYTEX

While all menstrual product companies generally target women, Playtex's brand seemed to be very outdated compared to their competitors. Their boxes are hot pink and feature the silhouette of a woman on the front. Our goal was not only to modernize their logo and packaging, but also redesign their brand to be more inclusive of non-binary and transgender male customers who use menstrual products. Regardless of who their ideal target market may be, our team felt it was imperative to provide non-binary and transgender male customers with a more discreet and inclusive option when shopping for their menstrual products.



INTERVIEWS &

PERSONA DEVELOPMENT

In order to gain more insight on our target audience, we interviewed a wide range of people, including a 16 y.o. female, 58 y.o. female and a 21 y.o. non-binary individual. After conducting interviews with them, a few things became very clear...

1. When purchasing period products, NOBODY appreciates the attention a bright pink period box draws when walking to the cash register.
2. Our target audience tries to only shop sustainably.
3. A large percentage of our target market is dedicated to/actively support brands that align with their social/political views.

STAND OUT QUOTES

“ Just looking at it [Playtex], I just think of social constructs like in one simple box. You have a woman on the packaging, you have pink on it, everything just screams feminine. Realistically speaking, that’s what society deems as a feminine product. That’s literally what it’s called in most cases.

KALE HALL, 21 (THEY/THEM)

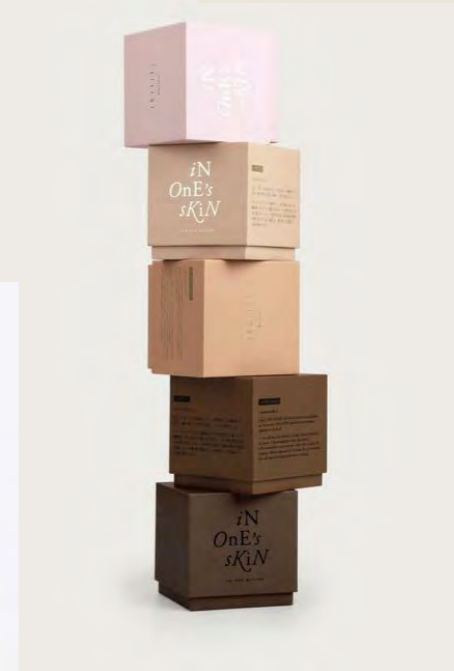
“ Most people who need to use it know what it’s for. It’s excessively pink and unnecessary. I used to feel bad for any man who have to buy it for a woman. That’s another reason I think anyone would appreciate toning it down a bit.”

LISA JOHNSON, 58 (SHE/HER)

MOOD

BOARD

Taking our research and interviews into consideration, our team wanted the new designs to be very gender neutral and minimalist. Several of our interviewees emphasized that they would like to have more discreet period products available, so that when they are purchasing tampons/ taking them to the bathroom, it's not as if they are pulling out a "bright pink highlighter that screams 'I'M BLEEDING'". Our team also wanted to make our product/packaging more sustainable, as that was an important feature to our target market. With these comments in mind, we gravitated towards sans-serif typefaces, compostiable boxes and neutral color schemes.





PERSONA #1

HAYDEN, 24 (THEY/THEM)

Hayden is a 24 year old, transgender male who lives in Pittsburgh, Pennsylvania. He is in the process of affirming his gender. He's asking people to use his correct pronouns. He just started going by a different name and took a trip to his favorite stores to match his new identity.

Hayden recently graduated from the University of Chicago with a degree in History. He made the decision to move to Pittsburgh to fulfill his lifelong dream of working as a tour guide for the Independence Hall. He is very politically/socially aware, and could give you an in depth history lesson about this particular monument and many others.

Hayden very much cares about aesthetics in his life. He has pinterst boards organizing every aspect of his life, including recipes, notebooks, road trips, interior design. He's the type of person to look to the most appealing type of fruit in the bunch. When walking down the menstrual product aisle, he feels discouraged when none of the products appeal to his identity. He wants to be able to confidently pick up a product that he thinks is aesthetically pleasing to him.



PERSONA #2

MELISSA, 48 (SHE/HER)

Melissa is a 48 year old caucasian woman who lives in Tuscaloosa, Alabama. She has been married for 30 years to her high school sweetheart, and is a mother to two daughters. She is an extremely traditional, devout Christian woman who actively supports the freedom to bear arms. She has a 2nd amendment sticker on the back of her car along with custom family car decals to make it known just how much she adores her family. She constantly protests the ongoing mask mandates both at her daughter's school as well as at public rallies. Melissa ensures her daughters strictly follow the school dress code, and enforces an even more modest dress code at home.

As Melissa is shopping for her daughter's menstrual products, she specifically chooses brands that only represent females. She deliberately chooses the products with pink and floral packaging, despite them being more expensive than the "simple" design. She does this to reinforce her personal views on sexuality, and attempts to force these beliefs on to her daughters.



PERSONA #3

BECCA, 19 (SHE/HER)

Becca is a 19 year old, second-year attending NYU. She was born and raised in Queens, New York alongside four younger siblings. Her and her siblings were raised by a single mother who immigrated from Guatemala when she was a teenager. Kate is an International Relations major and is very politically/socially active. She constantly participates in sit-ins, marches and protests in order to enact change in society. She will fight to death for many causes but the cause that is most important to her is protecting immigration rights since her mom is a constant reminder of who she is today.

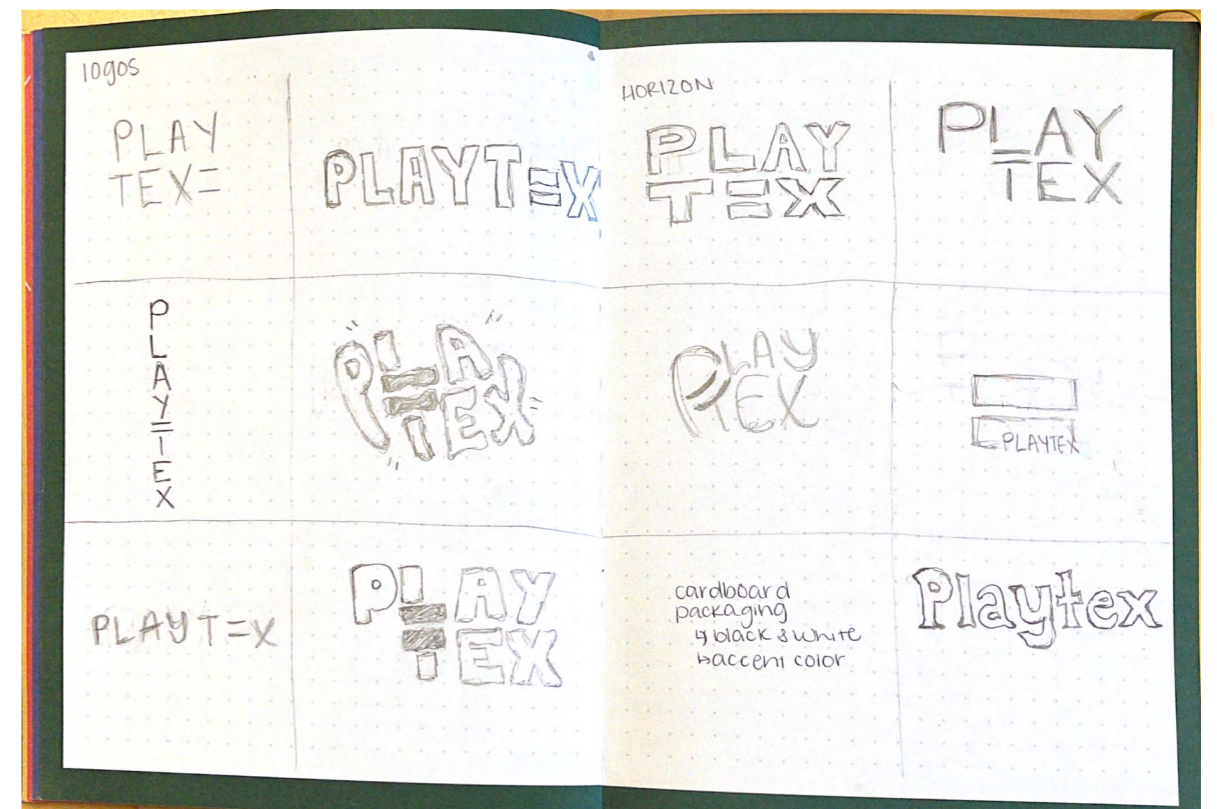
Everytime Becca introduces herself to someone, she is sure to ask them what their preferred pronouns are, in order to make them as comfortable as possible. Anytime she sees a homeless person struggling, she offers them cash and buys them a warm meal. Becca is very empathetic, thoughtful and selfless. She always thinks of how others feel before herself. Becca is a very simple girl. She is always wearing a t-shirt, jeans and sneakers. She prefers to be more casual and never wears makeup.

FIRST

ROUND

SKETCHES

During our first round of sketches, we produced 20 iterations of a new logo and new front packaging for PLAYTEX. In our exploration of redesigning the PLAYTEX logo, we came across the idea of using an = to replace the E in PLAYTEX to further emphasize our new mission statement regarding equality and inclusion. In our packaging, we explored different box shapes as well as several design styles including minimalist, illustrative, swiss-inspired and busy patterns.



FIRST ROUND SKETCHES

<p>packaging diff color for flow</p>		<p>diff illustration set</p>	<p>color on cardboard</p>
<p>pattern</p>	<p>one-line drawing of gender-neutral</p>	<p>one-line drawing w/ pattern behind</p>	
<p>* hands giving tampon</p>	<p>couldnt fit whole thing</p>		<ul style="list-style-type: none"> -hands -equal pattern -simple -tampon/line ill. -figure/hands

<p>logos</p>		<p>HORIZON</p>	
		<p>cardboard packaging 4 black & white accent color</p>	

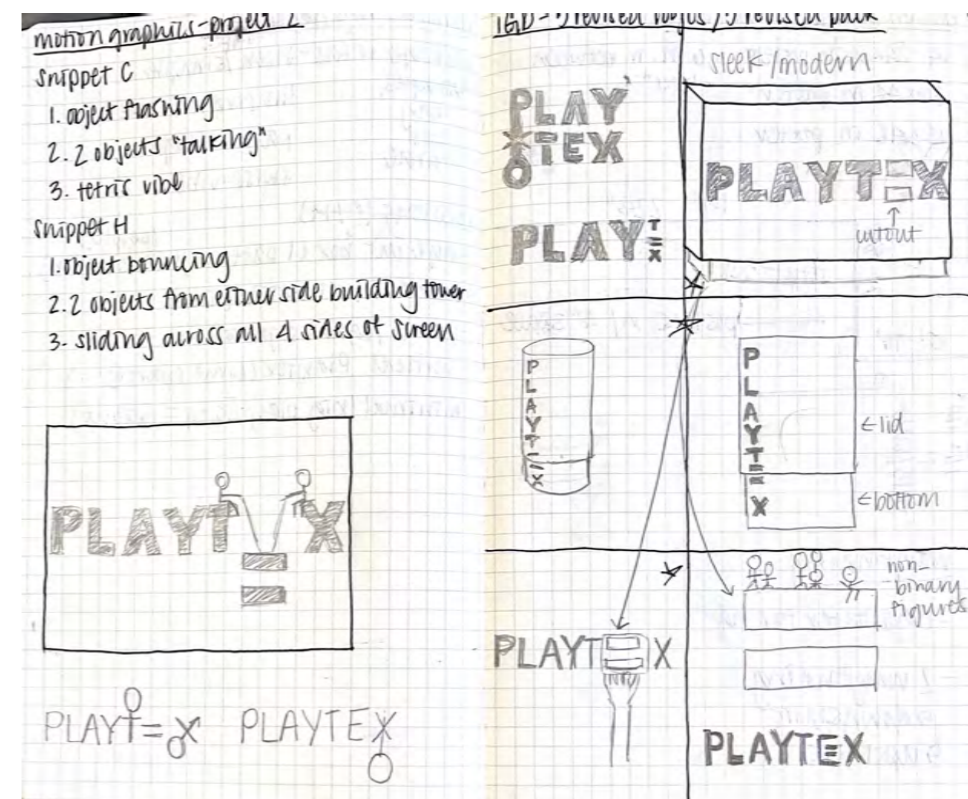
		<p>hands</p>	

SECOND

ROUND

SKETCHES

In our second round of sketches, our team narrowed down our sketches to 5 logos and 5 packages. However, during this process we became very fixated on our initial logo design (replacing the E with an =), which restricted us from further logo exploration. Because we were so fixated on using the = in lieu of the E, nearly all of our packages featured this logo. After critique, our team realized we were too focused on this concept, and needed to start re-conceptualizing from scratch.



SECOND ROUND SKETCHES



motion graphics - project 2

Snippet C

1. object flashing
2. 2 objects "talking"
3. tetric vide

Snippet H

1. object bouncing
2. 2 objects from either side building tower
3. sliding across all 4 sides of screen

PLAYT=X PLAYTEX

16th - 17th century logos / 17th century pack

sleek/modern

PLAYTEX

PLAYTEX

← lid

← bottom

PLAYTEX

non-binary figures

PLAYTEX

PLAYTEX

PLAYT=X

- playtex logo w/ different heights (STRONG)
- vertical packaging voted best
↳ cylinder

playtex

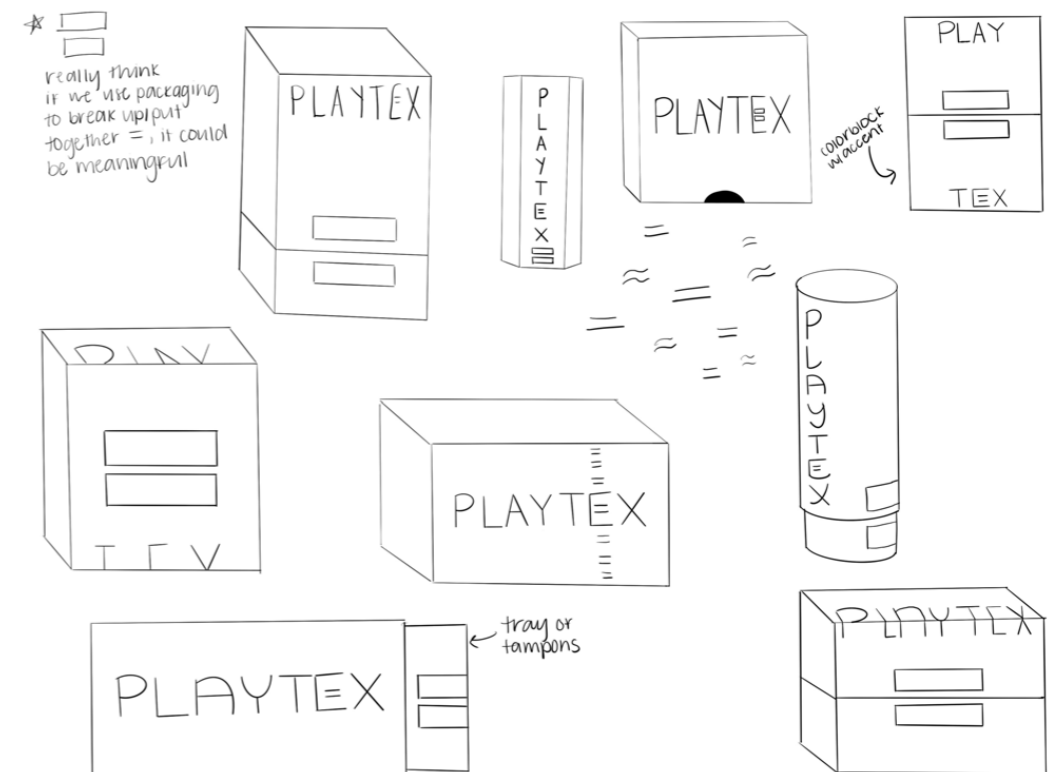
PLAYTEX

FINAL

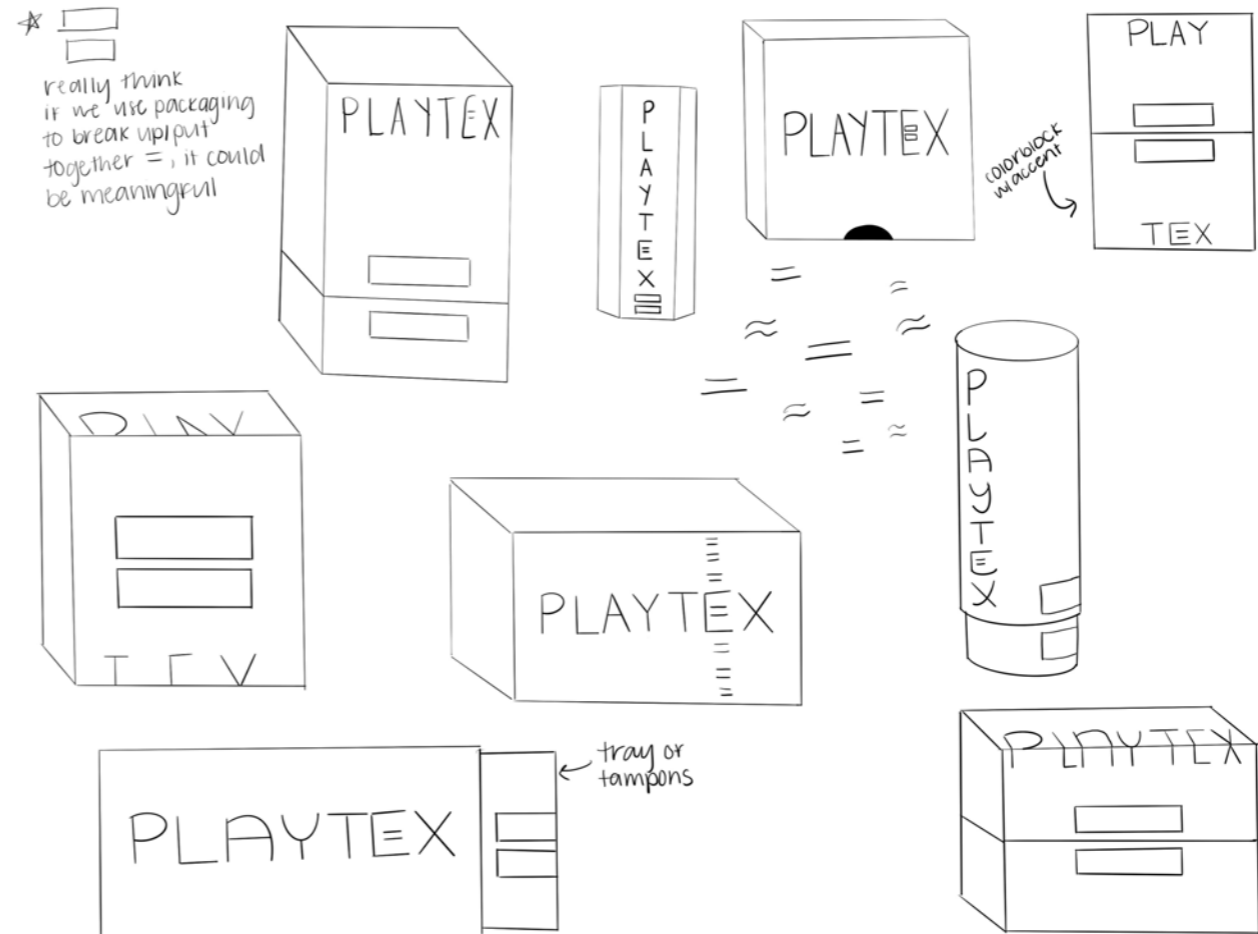
ROUND

SKETCHES

After a few tears were shed, our team began creating new iterations of our initial logo (replacing the E with an =), and ended up with something we loved even more. We knew we wanted to keep the equal sign, but were struggling with creative ways to incorporate it into the logo. Instead of replacing the entire letter “E” with an =, we opted to replace the middle bar of the “E” with a smaller equal sign. For packaging, we started back at square one and produced 20 brand new sketches. We were attempting to explore all possible options, but soon realized we were burnt out and were producing designs we were no longer confident in.



FINAL ROUND SKETCHES



FIRST

ROUND

VECTORS

In our first attempt at vector logos, we brought our finalized logo into Illustrator and tested it in various fonts and weights. At this point we were still struggling with packaging, but began playing with cardboard square boxes. Our team was still debating about color palettes and what we felt would be most effective in reaching our target market. At this point, we were using a muted green color on a cardboard box.



FIRST ROUND SKETCHES



PLAYTEX
PLAYTEX
PLAYTEX
PLAYTEX

PLAYTEX
PLAYTEX
PLAYTEX
PLAYTEX

SECOND

ROUND

VECTORS

After receiving critique, our team began our second round of vectors. We finalized our logo and decided to use a font with sharp corners rather than rounded corners in order to promote a more clean, modern look. For packaging, we continued exploring various shapes and used PLAYTEX's actual box dimensions (larger rectangle). Our team continued vectorizing the remaining sides of the box, determining which content we felt was most important/should be included.

PLAYTEX
PLAYTEX
PLAYTEX
PLAYTEX

SECOND ROUND SKETCHES



PLAYTEX
PLAYTEX
PLAYTEX
PLAYTEX



FINAL

LOGO

Our team's final logo consists of the word "PLAYTEX" in a bold, sans-serif font. Instead of an "=" replacing the entire letter "E" we opted to replace the middle bar of the "E" with an "=". This not only made the wordmark more legible, but allowed our team to utilize the "=" as a secondary logo. The chosen typeface for our wordmark is Novocento Sans in the bold weight.

PLAYTEX



FINAL

PACKAGING

For the final packaging, our team used a square box made of compostable and recycled materials. We chose to keep our color palette very neutral, in order to provide both the most discreet and aesthetically pleasing product on the market. The top of the box features the entire logo, and the front features the condensed logo (=), emphasizing PLAYTEX's new mission statement. The sides contain relevant information regarding the product and its benefits. While we included some illustrations of tampons to help orient the buyer, our team chose not to include actual images of tampons in order to maintain a level of discretion.

OUR

MISSION



“Here at PLAYTEX, protecting our customers always comes first. Whether it be protecting them from a heavy flow or protecting them from restrictive gender norms, we’re here to help. The “=” in our logo serves as a constant reminder of PLAYTEX’s goal to create a safe and equal space for us all to bleed without shame. We strive to create an all-inclusive environment, so that our customers feel comfortable and protected when using our products regardless of their gender, sexuality or race, because...”



PLAYTEX®

REGULAR
FRAGRANCE FREE
NON PARFUMES

36 PLASTIC TAMPONS
TAMPONS AVEC APPLICATEUR EN PLASTIQUE

REGULAR
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NON PARFUMES

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FRONT



36 PLASTIC TAMPONS
TAMPONS AVEC APPLICATEUR EN PLASTIQUE

REGULAR
FRAGRANCE FREE
NON PARFUMES

SIDE

**TAMPON
ABSORBENCY** **ABSORBENCY
RANGE**

LIGHT	0-6 grams
REGULAR	6-9 grams
SUPER	9-12 grams
SUPER PLUS	12-15 grams

ATTENTION: Tampons are associated with Toxic Shock Syndrome (TSS), TSS is a rare but serious disease that may cause death. Read enclosed information. Use once and discard after use. Keep out of reach of children.

ATENCIÓN: Los tampones están asociados con el síndrome de choque tóxico (TSS), el TSS es una enfermedad rara pero grave que puede causar la muerte. Lea y guarde la información adjunta. Úselo solo una vez y deséchelo después de su uso. Mantener fuera del alcance de los niños.

Ingredients: Rayon And/Or Cotton Fiber, Polyester Or Cotton String, Polysorbate 20.
Ingredientes: Rayón y/o fibra de algodón, hilo de poliéster o algodón, polisorbato 20.



TOP

PLAYTEX[®]

WHY PLAYTEX?

360°

PROTECT

Move freely with 360 range of motion.
Muévete libremente con un rango de movimiento de 360 grados.



**FLEX
FIT**

Flexible interlocking fibers work quickly to trap leaks.
Les fibres entrecroisées de conception flexible agissent rapidement pour contenir les fuites.



**LEAK
DEFENSE**

Anti leak back up layer for extra protection.
Une seconde couche antifuites fournit plus de protection.

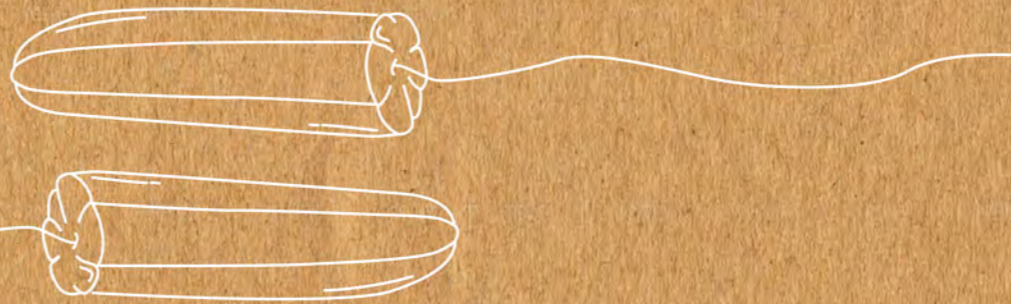


**ODOR
SHIELD**

Up to 2X more odor fighting protection vs. Playtex Sport.
Jungura 2 fois plus de protection anti odeurs congeinement que tampons Sport de Playtex.



BACK



Here at PLAYTEX, protecting our customers always comes first. Whether it be protecting them from a heavy flow or protecting them from restrictive gender norms, we're here to help. The “=” in our logo serves as a constant reminder of PLAYTEX's goal to create a safe and equal space for us all to bleed without shame. We strive to create an all-inclusive environment, so that our customers feel comfortable and protected when using our products regardless of their gender, sexuality or race, because...

**EVERYONE DESERVES
EQUAL PROTECTION.**

REFLECTION

“We were...struggling with how to make this project more than a[n]...“aesthetics” rebrand. We wanted to re-design a product that adressed social change/issues that were important to us,”
-Abby Lee and Sydney Johnson.

That was our team’s goal at the beginning of the project. And may I say, we accomplished our goal.

Throughout this process, we not only learned the importance of researching and interviewing, but how to apply this research into our designs. With every decision we made, we had one of our interviewee’s or a research article in mind.

While gender equality and inclusivity still has a ways to go, our team is very grateful for this unique opportunity to connect with a community we had not been able to before. We were able to learn more about the LGBTQ+ community and how to best create an inclusive environment for them, specifically in design.

Everyone deserves to feel equal and included, especially when it comes to something as natural as menstruating. We hope that our rebrand of PLAYTEX will provoke meaningful conversations regarding gender equality and inclusivity, not only surrounding period products but in every day life, because **everyone deserves equal protection.**

